

All Kodak Films Developed FREE Monday

Buy All the Latest Song Hits, 15c

- In the Music Department Monday.
- The ORPHEUM SUCCESSES.
- "There's a Big Crybaby in the Moon."
- "Put on Your Old Grey Bonnet."
- "By the Light of the Silvery Moon."
- All 15c. Music Department, Basement.

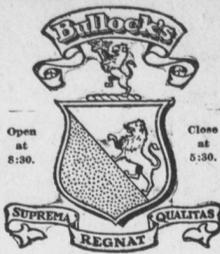
Phones—Home 10518; Bldgway, 5180.



The most welcome news we have had to tell this season in our kodak department.

On Monday all films will be developed free, the pictures to be printed by Bullock's. The printing prices are no small attraction in themselves.

2 1/4 x 3 1/4 and 2 1/4 x 3 1/4, 4c each; 2 1/4 x 4 1/4, 3 1/4 x 3 1/4, 3 1/4 x 4 1/4, 3 1/4 x 5 1/4 and 4x5, 5c each.



Ladies' Home Journal Patterns

Save you money upon the dresses you make.

Planned and designed by the foremost fashion makers of the world, upon lines that require the least material possible and yet enough to secure a properly made garment. A Ladies' Home Journal pattern free with the Quarterly Style Book, 25c.

Phones—Home 10518; Bldgway, 5180.



"Let's take lunch at Bullock's. It's so nice and cool in the Tea Room, 7th floor, and we can get through shopping just that much sooner and with ever so much more comfort."

Old Fashioned Chicken Noodle Soup, Baked Salmon, Sauce Robert; Steamed Rock Cod, Egg Sauce; Baked Smoked Tongue, Tomato Sauce; Braised Filet of Beef, Mushroom Sauce; Apple Dumplings, Whipped Cream; Orange Snow Pudding.

July's Greatest Opportunity—Skirts Man-Tailored to Measure

"95c for the Making"

THE shopping week is 5 1-2 days long from now until the end of August. (Store remaining open Saturday till 12:30 P. M.) This means 1-2 day each week as a holiday we store folk shall use to advantage in burnishing and brightening the service through the rest of the week.

—What a difference between merchandising now and in the old "Open till 10 Saturday" days!

—What a difference in stores!

—And Bullock's will continue to hunt for ways and means to increase this store's ability to satisfy its customers.

There Will Be Many Hats at Less Than Half Price



Most Charming Creations \$25

—Most individual, becoming models of the entire season. Loaded down beautifully with flowers and plumes, and lace, and paradise. The sensation of the day, at \$25.00.

—in this July Millinery Adjustment Monday that haven't been out before.

\$7.50 and \$10 Hats included at \$2.50
\$10 to \$13.75 Hats included at \$5.00
\$25 Hats included at \$10.00

—but women will be spellbound before the wonder of some

About Half Price—A Limited Yardage "Satin Rajah" at 55c

—An extraordinary concession brings it. We didn't expect to pay half price for one of summer's most popular silks, any more than you have expected to pay 55c for \$1.00 Rajah on Monday. The opportunity came to us out of a clear sky and we are passing it on to you quick as a flash. Splendid satin Rajah, natural shades, for waists and suits and coats and skirts. Special Monday, 55c yard.



—Once before we made a similar announcement—and the response was such that we were overwhelmed with orders.

—Experience is a good teacher. This time we are prepared.

—This isn't a catchpenny proposition, nor an advertisement that reads one way and means another.

—You Can Have a Skirt Made to Your Measure by One of the Best Tailors in Los Angeles for 95c—if You Buy the Material at Bullock's at \$1.00

Yard or More.

—We guarantee style, fit and finish to be perfect. Note the styles in the pictures. "95c for the making."

—More elaborate skirts at other remarkably low prices.

—We are putting our whole soul into giving you values.

"95c for the Making"

—Choose from scores of remarkable values in Cream Goods, Black Goods, new summer shades and mixtures.

Special Emphasis at \$1.00 Yard

—And we will make a skirt for you for 95c if you buy the material at \$1 yard or more.

IF—The manufacturer's season ran parallel to the retailer's and ended simultaneously with our own, then this news wouldn't be printed now.

These Lingerie Dresses at \$10

—would be \$20.00 Monday instead of \$10.00.

These Linen Suits at \$7.50

—would be mostly \$15.00 instead of \$7.50.

These Linen Coats at \$5.00

—would be ever so much more.

And Panama Skirts at \$5.00

—would be selling at regular price.

—But the manufacturer's seasons end almost as the retailers' most brisk selling commences—and our buying chief was exceptionally fortunate on his last trip to New York in helping three great style makers get to fall work. The result—the values listed above and a great selling day Monday.

For More Than One Woman Will Recognize

Her Opportunity to Buy Cool Summer Outerwear and in Many Cases Pay 1/2 Price

—THE LINGERIE DRESSES AT \$10 are beautiful, bright, fresh styles, elaborate with lace and embroidery.

—THE LINEN SUITS AT \$7.50 are in white, natural and tan—about 25 different styles.

—THE LINEN COATS AT \$5 are all linen—semi-fitting styles.

—THE BLACK PANAMA SKIRTS AT \$5 are remarkable.

Hand in Hand With Special Price Features

"News of the New"

—The second floor salons are constantly being made more interesting and attractive with the new style ideas, rushed forward from the fashion centers by express.

—Among the latest arrivals.

New Mantles

—of satin, cashmere and foulards in rich pastel colorings, ornamented with tassels and fringe.

—and midsummer dresses of foulard and summer silk.

—caught at Paris, rushed to Bullock's so that Los Angeles women may see them Monday. A display well worth while.



SPECIAL

Buy Initial Stationery Monday.....25c

—and take advantage of an unusual opportunity to secure excellent quality writing paper—24 sheets and envelopes to the box—with handsome gold embossed initialing. Unusual value—25c box.

—Main Floor, Stationery Dept.

This Sheeting Is Remarkable at.....15c

—A fine, firm quality.

—60-inch sheeting—pillowcase width—a third underpriced, 15c yard.

—54-inch sheeting, single bed size, 1-3 underpriced, at 17 1/2c yd.

—63-inch sheeting, 3/4 bed size; 1-3 underpriced, at 19c yd.

—90-inch sheeting, double bed size, 1-3 underpriced, at 25c yd.

Dress Linens—A Very Special Sale.....25c

—Monday should be the biggest day we have had in linens this season.

AT 25c YARD—Just 74 pieces real raffle dress linen, all the popular shades and washable colors. Rough open crash weave, 36 ins. wide, sold regularly at 1-5 more. Monday, while it lasts, 25c yard.

AT 75c YARD, FRENCH DRESS LINENS—34 pieces in this lot, 48 inches wide, in all the popular summer shades; fine, lustrous French finish, that gives the appearance of silk, with wearing qualities that are hardly excelled by any cloth—75c yard.

AT 50c YARD HANDKERCHIEF LINENS—Those thin, gauze-like linens that make such comfortable garments for hot weather. Full 36 inches wide and all pure linen, 50c yard.

Fashion Says "Voiles for 1911"

Monday Will Be Voile Day at Bullock's

—"1911 Voiles" in 1910—think of it, and most a year ahead of time.

—Scarcely had Fashion's edict of "Voiles for 1911" been heard when Bullock's buyer, who was on his eastern trip, caught the cry—and—

The First Showing "1911" Voiles Will Be in "1910" at Bullock's

—Monday, thousands of yards of these beautiful cloths in stripes, plaids, checks and plain colors. Imported stuffs in the prettiest of patterns and effects; 35c yard.

At 15c yard, Plain Colored Voiles—Come in a block design in black and white, blue and white, lavender and white, and pink and white. An imitation of the latest in foulards, 30c yard.

Thousands of Yards of Flaxon Eager to Be Made Into Suits

—And waists, and the finest of underwear. It will be out Monday at 25c.

—Flaxon, that wonderful, sheer white material with all the merits of Handkerchief Linen Lawn and double the durability and strength of India Linon or Persian Lawn.

—Flaxon that wears and looks like linen, comes in stripes, checks and plaids—and Monday a quality that has been selling for one-half more will start things a humming at 25c a yard.

- At 20c Yd. Fine White Flaxon —36 inches wide, sheer and pretty. Make Flaxon purchases for your summer suit Monday.
- At 25c Yd. Persian Lawn —45 inches wide; a soft, fine quality. A big opportunity to purchase elegant lawns at one-third savings; 25c yard.
- At \$2.25 Box Sea Island Nainsook —36-inch fine white Sea Island nainsook, a soft sheer quality; 12 yards to the piece; 36-inch, \$2.25 box; 36-inch, \$2.75; 36-inch, \$3.30; 36-inch, \$4.50; 42-inch, \$5.50.
- At 25c Yd. White Batiste —A quality regularly selling for one-half more; sheer and pretty; a highly mercerized material; 40 in. wide. Unusual value at 25c yard.
- At 25c Yd. Swiss and Batiste —Embroidered Swisses, novelty waistings, in plain white, with self embroidered figures, plaids and stripe effects; 25c yard.
- At \$1.00; 12-Yd. Piece Longcloth —500 pieces of fine white long cloth in great sale Monday.
- The greatest values we have ever offered; 36-inch, \$1, \$1.35, \$1.65, \$2.25, and 44-inch, \$2.75.

Monday a House Furnishing Sale Centers Interest on the Fourth Floor

—A sale covering rugs of every description, brass and iron beds, bedding, lace curtains, portieres, couch covers, drapery nets and scrims. A big sale abundant with low prices.

—Anticipate your wants. Come early Monday.

- Wool Rugs \$7.95 —Large 8x12 reversible rugs, large and small patterns, in good colors; \$7.95.
- Axminster Rugs \$8.50 —4,6x8.5 Sanford's Axminster rugs in beautiful rich oriental patterns and colors, \$10.00 at \$8.50.
- Wool and Fiber Rugs \$10.00 —8x12 wool and fiber rugs, almost 1-3 under price, come in pretty bedroom colors, and are reversible and durable.
- Axminster Rugs \$14.95 —Room size rugs—just 20 of them; floral and oriental patterns and colors, while they last \$14.95.
- Teprac Wilton Rugs \$37.50 —8x12 Whittall's Teprac Wilton rugs in an exclusive line of patterns, \$47.50. Size 8x3 1/2 at \$37.50.
- Royal Worcester Rugs \$42.50 —8x12 Whittall's Royal Worcester Wilton rugs in patterns and colors that are unusually attractive. Size 8x3 1/2, \$42.50.
- Body Brussels Rugs \$26.50 —8x12 Body Brussels rugs, over 35 different patterns in all the wanted colors; size 8x12, \$26.50; 8x10 1/2, \$24; 9x9, \$22.50.
- Whittall's Brussels Rugs \$32.50 —8x12 Whittall's rugs, the best quality, made in Body Brussels, "Childema," \$32.50; Peerless, \$30; attractive and artistic patterns.
- Anglo-Persian Rugs \$57.50 —Whittall's 8x12 Anglo-Persian rugs, made of the finest wools obtainable, and perfect in every detail; 8x10 1/2, \$57.50; 36x62, \$9; 27x54, at \$8.50.
- Lace Curtains \$2.00 Pair —Either white or Arabian, and a very good line of patterns. Monday on the 4th floor, \$2.00 pair.
- Lace Curtains \$3.95 Pair —Novelty lace curtains in cluny, Eastenberg, Renaissance and Cable net; greatly underpriced, \$3.95.
- Drapery Nets 50c Yard —White, ivory and Arabian in over 50 different patterns. Fourth floor, Drapery Department, 50c yard.



2000 Yards Scrim 15c Yard

—24 inches wide, the kind that usually sells for 2-3 more, while 2000 yards last, 15c yard.

Away They Go

A Sale in the Linen Section—Prices Will Make Things Jump Monday

—And the women of Los Angeles will be quick to grasp the wonderful values that will be offered.

—Linens will be out at prices that should move before night hundreds of short lengths, odd patterns and pieces that are sold from the shelves.

—Think of buying—

- AT 90c YD. LOOM TABLE DAMASK—Beautiful material, full 70 inches wide, a heavy weight; excellent German made goods that wears like iron and improves with laundering; 90c yd.
- AT 60c YD. 66-IN. DAMASK—Half bleached; that old fashioned Scotch material that is always in demand and gives such general satisfaction; 60c yard.
- AT \$1.95 Doz. 23-IN. NAPKINS—Half bleached; a big assortment of patterns; napkins of unusual quality, rich, creamy in color, and they grow better with usage; \$1.95 a dozen.
- AT 50c YD. TABLE DAMASK—All pure linen table damask. Choice of either bleached or half bleached, and either Irish or Scotch weaves; strong value; 50c yard.
- AT \$1 YD. BLEACHED TABLE DAMASK—Full 72 inches wide; Bullock's "Dollar Mark" damask, which means in texture, finish and weave the best dollar damask value we could find to sell for \$1.
- DINNER NAPKINS—to match in quality and pattern, \$3.50 dozen.
- AT \$1 Doz. BREAKFAST NAPKINS—18 in. size of all pure linen; large, choice patterns. They are noted for their wearing qualities; \$1 dozen.
- AT \$1.50, TABLE CLOTHS—Hemstitched damask table cloths; size 56x75, and made of good strong German linen; special value \$1.50 each.
- AT 60c, DAMASK SCARFS—Hemstitched damask scarfs; size 15x34, for sideboard of serving table; 60c each.
- AT 50c YD. LINEN LAWN—Pure white, 36 in. wide; close, firm weave, and has a very soft finish; 50c yard.
- AT \$1, LUNCH CLOTHS—Hemstitched lunch cloths, size 36x36; fine double satin damask in choice patterns; a real table decoration, \$1.
- AT 60c Yd. LINEN WAISTINGS—White linen waistings, 36 in. wide. All pure Irish linen; round thread and soft finish; 60c yard.
- AT 50c Yd. BUTCHER LINEN—36 in. wide; pure white, heavy Irish linen, 50c yard.
- AT 15c Yd. RUSSIAN CRASHES—Just the right thing for the seashore, mountain climbing or any summer outing; will not tear easily and is a hardy material; 15c yd.
- AT 25c Yd. IRISH LINENS—For automobile coats; in natural color, smooth finish; a great dust resistor; 25c yard.

Odd Sizes Table Cloths at Half Price

—Weaves and values that should attract housekeepers in an extraordinary way Monday.

- 2 1/4 x 3 1/4 Table Cloths, half price, \$4.75.
- 2 1/2 x 3 1/2 Table Cloths, half price, \$4.75.
- 2 3/4 x 3 1/2 Table Cloths, half price, \$5.00.
- 2 1/2 x 3 1/4 Table Cloths, half price, \$3.25.

—Dinner Napkins, full size, same quality as the cloths, and sold at same reduction.

- 27x27 Napkins, half price, \$6.95 dozen.
- 27x27 Napkins, half price, \$6.75 dozen.
- 28x25 Napkins, half price, \$4.25 dozen.

DAMASK LUNCH CLOTHS—A necessary adjunct to the dining room linen set; also for hotels, cafes and restaurants. 36x36-in. lunch cloths, half price, 65c each; 45x45-in. lunch cloths, half price, 85c each.